

ORDER

**KSNV**

Orders
Order / Rev: 104398
Alt Order #: 06832443
Product Desc: REP JEWISH COALITION
Estimate:
Flight Dates: 09/17/12 - 10/21/12
Original Date / Rev: 07/17/12 / 12/03/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: Jamestown Associates/ NJ
Buying Contact:
Billing Contact:
 5 Mapleton Rd.
 Princeton, NJ 08540

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Republican Jewish Coalition (RJC)
Demographic: A35+
Product Codes: PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Hiatus: 09/25/12-09/26/12

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	185	\$115,725.00	\$98,366.25
10/01/12	10/21/12	64	\$45,700.00	\$38,845.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	185	\$115,725.00	\$98,366.25	0.00
October 2012	64	\$45,700.00	\$38,845.00	0.00
Totals	249	\$161,425.00	\$137,211.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	26%	\$161,425.00
Market	100%	\$620,865.38

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	29%	\$180,050.96
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$124,173.08
KTUD	1%	\$6,208.65
KVVU	16%	\$99,338.46
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$49,669.23

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KSNV	10/01/12	10/19/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	5	\$450.00	1	0.00	NM	5	\$2,250.00

NEWS

Order / Rev: 104398
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Advertiser: Republican Jewish Coalition (RJC)
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 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	KSNV	09/17/12	10/19/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	3	\$975.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/23/12	-----						0	\$325.00		0.00			
Week: 09/24/12		09/30/12	-----						0	\$325.00		0.00			
Week: 10/01/12		10/07/12	MTWTF--						3	\$325.00		0.00			
Week: 10/08/12		10/14/12	-----						0	\$325.00		0.00			
Week: 10/15/12		10/21/12	-----						0	\$325.00		0.00			
E 13	KSNV	09/17/12	10/19/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	5	\$450.00	1	0.00	NM	4	\$1,800.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/23/12	-----						0	\$450.00		0.00			
Week: 09/24/12		09/30/12	-----						0	\$450.00		0.00			
Week: 10/01/12		10/07/12	MTWTF--						3	\$450.00		0.00			
Week: 10/08/12		10/14/12	-----						0	\$450.00		0.00			
Week: 10/15/12		10/21/12	MTWTF--						1	\$450.00		0.00			
E 15	KSNV	10/01/12	10/19/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	5	\$725.00	1	0.00	NM	3	\$2,175.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	MTWTF--						2	\$725.00		0.00			
Week: 10/08/12		10/14/12	-----						0	\$725.00		0.00			
Week: 10/15/12		10/21/12	MTWTF--						1	\$725.00		0.00			
E 16	KSNV	10/01/12	10/19/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	5	\$725.00	1	0.00	NM	3	\$2,175.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	MTWTF--						3	\$725.00		0.00			
Week: 10/08/12		10/14/12	-----						0	\$725.00		0.00			
Week: 10/15/12		10/21/12	-----						0	\$725.00		0.00			
E 19	KSNV	10/01/12	10/19/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,200.00	1	0.00	NM	5	\$6,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	MTWTF--						3	\$1,200.00		0.00			
Week: 10/08/12		10/14/12	MTWTF--						1	\$1,200.00		0.00			
Week: 10/15/12		10/21/12	MTWTF--						1	\$1,200.00		0.00			
E 20	KSNV	10/01/12	10/19/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	MTWTF--	:30	5	\$1,300.00	1	0.00	NM	3	\$3,900.00
WH/JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	MTWTF--						2	\$1,300.00		0.00			
Week: 10/08/12		10/14/12	-----						0	\$1,300.00		0.00			
Week: 10/15/12		10/21/12	MTWTF--						1	\$1,300.00		0.00			
E 23	KSNV	10/01/12	10/19/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	4	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	MTWTF--						2	\$1,200.00		0.00			
Week: 10/08/12		10/14/12	-----						0	\$1,200.00		0.00			
Week: 10/15/12		10/21/12	-----						0	\$1,200.00		0.00			
E 24	KSNV	09/22/12	10/20/12	News 3 Sunrise - SATUR News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	2	\$350.00	1	0.00	NM	2	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/23/12	-----S-						2	\$350.00		0.00			
Week: 09/24/12		09/30/12	-----						0	\$350.00		0.00			
Week: 10/01/12		10/07/12	-----						0	\$350.00		0.00			
Week: 10/08/12		10/14/12	-----						0	\$350.00		0.00			
Week: 10/15/12		10/21/12	-----						0	\$350.00		0.00			
E 25	KSNV	09/22/12	10/20/12		CM	7a-9am	-----S-	:30	2	\$625.00	1	0.00	NM	2	\$1,250.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Saturday Today															
Saturday Today															
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-		2				\$625.00		0.00			
Week:		09/24/12	09/30/12	-----		0				\$625.00		0.00			
Week:		10/01/12	10/07/12	-----		0				\$625.00		0.00			
Week:		10/08/12	10/14/12	-----		0				\$625.00		0.00			
Week:		10/15/12	10/21/12	-----		0				\$625.00		0.00			
E 26	KSNV	09/22/12	10/20/12	News 3 Today - SATURDAY	CM	9am-930am	-----S-	:30	1	\$500.00	1	0.00	NM	2	\$1,000.00
News 3 Today - SAT															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-		1				\$500.00		0.00			
Week:		09/24/12	09/30/12	-----		0				\$500.00		0.00			
Week:		10/01/12	10/07/12	-----S-		1				\$500.00		0.00			
Week:		10/08/12	10/14/12	-----		0				\$500.00		0.00			
Week:		10/15/12	10/21/12	-----		0				\$500.00		0.00			
E 27	KSNV	09/22/12	10/20/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	3	\$3,300.00
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-		1				\$1,100.00		0.00			
Week:		09/24/12	09/30/12	-----S-		1				\$1,100.00		0.00			
Week:		10/01/12	10/07/12	-----		0				\$1,100.00		0.00			
Week:		10/08/12	10/14/12	-----S-		1				\$1,100.00		0.00			
Week:		10/15/12	10/21/12	-----		0				\$1,100.00		0.00			
E 28	KSNV	09/23/12	10/21/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	4	\$4,400.00
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1				\$1,100.00		0.00			
Week:		09/24/12	09/30/12	-----S		1				\$1,100.00		0.00			
Week:		10/01/12	10/07/12	-----		0				\$1,100.00		0.00			
Week:		10/08/12	10/14/12	-----S		1				\$1,100.00		0.00			
Week:		10/15/12	10/21/12	-----S		1				\$1,100.00		0.00			
E 29	KSNV	09/23/12	10/21/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	2	\$1,000.00
News 3 Today															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1				\$500.00		0.00			
Week:		09/24/12	09/30/12	-----		0				\$500.00		0.00			
Week:		10/01/12	10/07/12	-----S		1				\$500.00		0.00			
Week:		10/08/12	10/14/12	-----		0				\$500.00		0.00			
Week:		10/15/12	10/21/12	-----		0				\$500.00		0.00			
E 30	KSNV	09/23/12	09/30/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	2	\$325.00	1	0.00	NM	4	\$1,300.00
News 3 Sunrise SUNDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		2				\$325.00		0.00			
Week:		09/24/12	09/30/12	-----S		2				\$325.00		0.00			
E 33	KSNV	09/23/12	09/30/12	Sunday Today	CM	7a-8am	-----S	:30	2	\$625.00	1	0.00	NM	4	\$2,500.00
Sunday Today															
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		2				\$625.00		0.00			
Week:		09/24/12	09/30/12	-----S		2				\$625.00		0.00			
E 34	KSNV	09/23/12	09/30/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Chris Matthews SUN 9:30am															
CM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1				\$500.00		0.00			
Week:		09/24/12	09/30/12	-----		0				\$500.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 35	KSNV	10/07/12	10/21/12	Chris Matthews 9:30AM CM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$600.00	1	0.00	NM	1	\$600.00
CM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----		0				\$600.00		0.00			
	Week:	10/08/12	10/14/12	-----		0				\$600.00		0.00			
	Week:	10/15/12	10/21/12	-----S		1				\$600.00		0.00			
E 36	KSNV	10/07/12	10/21/12	News 3 Live in Prime CM News 3 in Prime	CM	7-10pm	-----S	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
NEWS AFT SNF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----		0				\$1,800.00		0.00			
	Week:	10/08/12	10/14/12	-----		0				\$1,800.00		0.00			
	Week:	10/15/12	10/21/12	-----S		1				\$1,800.00		0.00			
E 37	KSNV	09/23/12	09/30/12	News 3 Live in Prime CM News 3 in Prime	CM	7-10pm	-----S	:30	1	\$1,600.00	2	0.00	NM	1	\$1,600.00
NEWS AFT SNF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S		1				\$1,600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/17/12-09/23/12		News 3 Live in Prime		7-10pm	-----Su	:30		(\$1,600.00)		0.00	NM		
Credited [CREDIT-REFUND]															
	Week:	09/24/12	09/30/12	-----S		1				\$1,600.00		0.00			
E 38	KSNV	09/22/12	09/29/12	Sa-Su Early News CM Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----		0				\$650.00		0.00			
	Week:	09/24/12	09/30/12	-----S-		1				\$650.00		0.00			
E 41	KSNV	09/22/12	09/29/12	Weekend Jeopardy/Wheel CM WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
WH/JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----		0				\$500.00		0.00			
	Week:	09/24/12	09/30/12	-----S-		1				\$500.00		0.00			
N 42	KSNV	09/19/12	09/21/12	M-F 5-6a WakeUp w/Wagners CM M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
MKGD FOR LINE 1 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	--WTF--		5				\$325.00		0.00			
N 43	KSNV	09/19/12	09/21/12	M-F 6-7a WakeUp w/Wagners CM M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	10	\$650.00	1	0.00	NM	10	\$6,500.00
MKGD FOR LINE 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	--WTF--		10				\$650.00		0.00			
N 44	KSNV	09/19/12	09/21/12	Today Show CM Today Show	CM	658a-9am	--WTF--	:30	10	\$850.00	1	0.00	NM	10	\$8,500.00
MKG FOR LINE 5 TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	--WTF--		10				\$850.00		0.00			
N 45	KSNV	09/19/12	09/21/12	M-F Today Show II 3rd Hour CM M-F Today Show II	CM	9-10a	--WTF--	:30	5	\$350.00	1	0.00	NM	5	\$1,750.00
MOVED TO 9/19 TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	--WTF--		5				\$350.00		0.00			
N 46	KSNV	09/19/12	09/21/12	Rachael Ray CM Rachael Ray	CM	11am-12pm	--WTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
CHANGE INTP RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	--WTF--		5				\$325.00		0.00			
N 47	KSNV	09/19/12	09/21/12		CM	12-1230pm	--WTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00

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 Product Desc: REP JEWISH COALITION
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N71	KSNV	09/29/12	09/29/12	SIGN ON-SIGN OFF Sat Today	CM	5a-459a (5:00 AM-6:00 AM)	-----S-	:30	2	\$625.00	1	0.00	NM	2	\$1,250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12	-----S-			2				\$625.00		0.00			
N72	KSNV	09/22/12	09/22/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12	-----S-			1				\$650.00		0.00			
N73	KSNV	09/22/12	09/22/12	SIGN ON-SIGN OFF Wheel/Jeop	CM	5a-459a (9:00 PM-10:00 PM)	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
WH/JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12	-----S-			1				\$500.00		0.00			
N74	KSNV	09/19/12	09/30/12	M-Su News 3 @ Eleven M-Su News 3 at Eleven	CM	11pm-1135pm	MTWTFSS	:30	1	\$1,100.00	1	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12	--WTFSS			1				\$1,100.00		0.00			
Week:	09/24/12	09/30/12	M--TFSS			1				\$1,100.00		0.00			
N75	KSNV	10/06/12	10/07/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S-	:30	1	\$675.00	1	0.00	NM	1	\$675.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12	-----S-			1				\$675.00		0.00			
N76	KSNV	10/06/12	10/06/12	SIGN ON-SIGN OFF JEOP/WHEEL	CM	5a-459a (9:00 PM-10:00 PM)	-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
WH/JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12	-----S-			1				\$525.00		0.00			
													Totals	249	\$161,425.00